

	Term 1	Term 2
<b>Key focus</b>	Enterprise & Marketing Concepts	Design a Business Proposal
<b>Intent</b>	Learners develop an understanding of key enterprise and marketing concepts, including identifying customer needs, understanding the competitive environment, and exploring factors that influence business success. They gain foundational knowledge on how to start and run a business, covering essential elements like market research, product development, pricing strategies, and promotion.	Learners apply enterprise and marketing concepts to create a business proposal for a specific product or service. They explore market research, analyse competitors, and develop a pricing strategy, producing a proposal that demonstrates their understanding of customer needs, budget considerations, and business feasibility.
<b>Key knowledge and skills</b>	<p><b>AO1</b> - Understand the purpose of different types of businesses and the role of enterprise in society.</p> <p><b>AO2</b> - Apply knowledge of market research methods to identify customer needs and understand the competitive environment.</p> <p><b>AO3</b> - Develop knowledge of product development, pricing, and promotional strategies and how they contribute to a successful marketing mix.</p> <p><b>AO4</b> - Analyse factors that impact business success, including financial considerations, customer satisfaction, and external influences.</p>	<p><b>AO1</b> - Conduct market research to gather data on customer preferences, competitor products, and pricing.</p> <p><b>AO2</b> - Analyse market research findings to identify a target audience and establish customer needs for a new product or service.</p> <p><b>AO3</b> - Develop a business proposal, including product design, pricing strategies, and budget considerations, tailored to meet client or customer requirements.</p> <p><b>AO4</b> - Present a compelling and feasible business proposal, demonstrating an understanding of cost management, profitability, and unique selling points.</p>
<b>Key words/vocabulary</b>	Enterprise, market research, target market, customer needs, competitive advantage, product development, pricing strategy, promotion, marketing mix, revenue, profit, customer satisfaction, business success.	Business proposal, market research, target audience, product design, pricing strategy, budget, feasibility, cost management, unique selling point (USP), customer needs, profitability.
<b>Assessment method</b>	Exam – Unit R067. External assessment covering theoretical knowledge and application of enterprise and marketing concepts.	Coursework – Unit R068. Internal assessment involving the creation of a business proposal with accompanying documentation and justification.
<b>Wider links</b>	<p>Entrepreneurship case studies: Real-world examples of successful startups and the strategies they used to grow.</p> <p>Market Research Resources (e.g., Mintel, Statista): Data sources for understanding consumer behaviours and market trends.</p> <p>Small Business Basics (Gov.uk): Practical guides on business planning, finance, and marketing strategies.</p>	<p>Case Studies on Product Development: Examples of successful product launches and the role of market research and pricing in their success.</p> <p>Business Proposal Templates (e.g., Canva, Microsoft): Sample templates for structuring a formal business proposal.</p> <p>Mintel and Statista (Market Data): Tools for analysing consumer trends and competitor pricing in various industries.</p>
<b>Enrichment opportunities</b>		
<b>Careers links</b>	Entrepreneur, business consultant, marketing manager, market researcher, sales manager, product manager, roles in business development, finance, and digital marketing.	Entrepreneur, business development manager, product designer, financial analyst, marketing specialist, project manager, roles in consulting, sales, and product management.